

? show files; ds

File 35:Dissertation Abs Online 1861-2007/Apr
(c) 2007 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2007/May 16
(c) 2007 BLDSC all rts. reserv.

File 2:INSPEC 1898-2007/May W1
(c) 2007 Institution of Electrical Engineers

File 474:New York Times Abs 1969-2007/May 16
(c) 2007 The New York Times

File 475:Wall Street Journal Abs 1973-2007/May 16
(c) 2007 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2007/Apr
(c) 2007 The HW Wilson Co.

File 256:TecInfoSource 82-2007/Jun
(c) 2007 Info.Sources Inc

File 47:Gale Group Magazine DB(TM) 1959-2007/May 07
(c) 2007 The Gale group

File 570:Gale Group MARS(R) 1984-2007/May 15
(c) 2007 The Gale Group

File 635:Business Dateline(R) 1985-2007/May 16
(c) 2007 ProQuest Info&Learning

File 476:Financial Times Fulltext 1982-2007/May 16
(c) 2007 Financial Times Ltd

File 477:Irish Times 1999-2007/May 16
(c) 2007 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2007/May 16
(c) 2007 Times Newspapers

File 711:Independent(London) Sep 1988-2006/Dec 12
(c) 2006 Newspaper Publ. PLC

File 756:Daily/Sunday Telegraph 2000-2007/May 16
(c) 2007 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2007/May 16
(c) 2007

File 387:The Denver Post 1994-2007/May 14
(c) 2007 Denver Post

File 471:New York Times Fulltext 1980-2007/May 17
(c) 2007 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2007/May 15
(c) 2007 St Louis Post-Dispatch

File 631:Boston Globe 1980-2007/May 16
(c) 2007 Boston Globe

File 633:Phil.Inquirer 1983-2007/May 15
(c) 2007 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2007/May 16
(c) 2007 Newsday Inc.

File 640:San Francisco Chronicle 1988-2007/May 16
(c) 2007 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2007/May 16
(c) 2007 Scripps Howard News

File 702:Miami Herald 1983-2007/May 12
(c) 2007 The Miami Herald Publishing Co.

File 703:USA Today 1989-2007/May 16
(c) 2007 USA Today

File 704:(Portland)The Oregonian 1989-2007/May 15
(c) 2007 The Oregonian

File 713:Atlanta J/Const. 1989-2007/May 13
(c) 2007 Atlanta Newspapers

File 714: (Baltimore) The Sun 1990-2007/May 16
 (c) 2007 Baltimore Sun
 File 715: Christian Sci. Mon. 1989-2007/May 17
 (c) 2007 Christian Science Monitor
 File 725: (Cleveland) Plain Dealer Aug 1991-2007/May 15
 (c) 2007 The Plain Dealer
 File 735: St. Petersburg Times 1989- 2007/May 13
 (c) 2007 St. Petersburg Times

Set	Items	Description	
S1	1	((SEGMENT??? OR SEGMENTATION? ?) (9N) (CUSTOMER? ? OR PRODUC- T? ? OR MARKET? ?)) (S) ((MULTIPLICATIVE OR ATTRACTION) (W) MODEL? ?) AND PY<2003	searched through
S2	61	((SEGMENT??? OR SEGMENTATION? ?) (9N) CUSTOMER? ?) (S) ((SEGM- ENT??? OR SEGMENTATION? ?) (9N) PRODUCT? ?) (S) MODEL? ?) AND PY<- 2003	searched through
S3	181	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI??????)) (S) (MODEL???? OR ANALYSIS OR ANALY- SES OR ANALYZ???) (S) (DISCOUNT??? OR REBAT??? OR ((REDUC??? OR REDUCTION? ?) (7N) (PRICE? ? OR COST? ?))) AND PY<2003	
S4	172	RD (unique items)	
S5	143	S4 AND PY<2001	searched through
S6	29	S4 NOT S5	searched through

NOR

5/16/2007

? show files;ds

File 15:ABI/Inform(R) 1971-2007/May 15
(c) 2007 ProQuest Info&Learning
File 9:Business & Industry(R) Jul/1994-2007/May 15
(c) 2007 The Gale Group
File 610:Business Wire 1999-2007/May 16
(c) 2007 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2007/May 15
(c) 2007 The Gale Group
File 476:Financial Times Fulltext 1982-2007/May 16
(c) 2007 Financial Times Ltd
File 624:McGraw-Hill Publications 1985-2007/May 15
(c) 2007 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2007/May 15
(c) 2007 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2007/May 15
(c) 2007 The Gale Group
File 613:PR Newswire 1999-2007/May 16
(c) 2007 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2007/May 15
(c) 2007 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2007/May 13
(c) 2007 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2007/May 15
(c)2007 The Gale Group
File 20:Dialog Global Reporter 1997-2007/May 13
(c) 2007 Dialog

Set	Items	Description
S1	1194397	(SEGMENT??? OR SEGMENTATION? ?) (9N) (CUSTOMER? ? OR PRODUCT? ? OR MARKET? ?)
S2	203	S1(S) ((MULTIPLICATIVE OR ATTRACTION) (W)MODEL? ?) AND PY<20-
S3	895	((SEGMENT??? OR SEGMENTATION? ?) (9N)CUSTOMER? ?) (S) ((SEGM-ENT??? OR SEGMENTATION? ?) (9N)PRODUCT? ?) (S)MODEL????) AND PY<2003
S4	538	RD (unique items)
S5	357	S4 AND PY<2001
S6	181	S4 NOT S5
S7	26566	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI????)) (S) (MODEL???? OR ANALYSIS OR ANALYSES OR ANALYZ???) AND PY<2003
S8	1345	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI????)) (S) (MODEL???? OR ANALYSIS OR ANALYSES OR ANALYZ???) (S) (DISCOUNT??? OR REBAT??? OR ((REDUC??? OR - REDUCTION? ?) (7N) (PRICE? ? OR COST? ?))) AND PY<2003
S9	958	RD (unique items)
S10	703	S9 AND PY<2001
S11	255	S9 NOT S10

searched through

nor

5/16/07

Freeform Search

Database:	<div style="border: 1px solid black; padding: 2px;"> US Pre-Grant Publication Full-Text Database US Patents Full-Text Database US OCR Full-Text Database EPO Abstracts Database JPO Abstracts Database Derwent World Patents Index IBM Technical Disclosure Bulletins </div>
Term:	<div style="border: 1px solid black; padding: 2px;"> ((product or goods or merchandise) WITH (promot\$4 or ad or adverti\$7)) SAME (model\$4 or analysis or analyz\$3) SAME (discount\$3 or rebat\$3 or </div>
Display:	<div style="border: 1px solid black; padding: 2px;"> 10 Documents in Display Format: - Starting with Number 1 </div>
Generate: <input type="radio"/> Hit List <input checked="" type="radio"/> Hit Count <input type="radio"/> Side by Side <input type="radio"/> Image	

Search

Clear

Interrupt

Search History

DATE: Wednesday, May 16, 2007 [Purge Queries](#) [Printable Copy](#) [Create Case](#)

Set Name	Query	Hit Count	Set Name
			result set
	DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR		
L1	((product or goods or merchandise) WITH (promot\$4 or ad or adverti\$7)) SAME (model\$4 or analysis or analyz\$3) SAME (discount\$3 or rebat\$3 or ((reduc\$3 or reduction) NEAR7 (price or cost)))	22	L1

END OF SEARCH HISTORY

searched
through,
mwi
& DATE

NTR

5/16/2007